

# FlexiSRDS Service Guide

Integration

## Newspaper Advertising Source®

[www.srds.com](http://www.srds.com)

### My SRDS PIN Code

Login

Password

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Copy & Paste Text & Images

Print SRDS Information

## SRDS Support Services

### Technical Support

Support is available Mon.-Fri., 8 a.m.-5 p.m. CT.  
Call 1.800.851.7737.

### Service Center

Service Consultants are available to assist you.  
Call 1.800.851.7737 or e-mail [contact@srds.com](mailto:contact@srds.com).

# Newspaper Advertising Source

## Data Covered

www.srds.com

Use the most comprehensive, current resource available to find objective information about advertising opportunities in newspapers – the SRDS Newspaper Advertising Source® (NAS). Evaluate titles with detailed publication information. Trust SRDS to update and verify all the data needed for informed decisions.

- Almost 3,200 daily, ethnic, college and specialized newspapers, newspaper groups, comics and newspaper-distributed magazines
- Organized by city and state in the print version and by state, DMA and title in the online version
- More than 1,200 updates incorporated continuously online and monthly in print

### Print & Online Listings Include:

Contact Information  
Frequency  
Personnel  
Representative/Branch Offices  
Commission and Cash Discount  
General Rate Policy  
Black/White Rates  
Color Rates  
Inserts  
Split-Run  
Zone Editions  
Mechanical Measurements  
Closing Times  
Circulation  
Special Days/Pages/Features  
Classified Rates  
ROP Units/Depth Requirements  
Special Classifications/Rates  
Comics  
Magazines  
Position Charges

## The Miami Herald

**Knight-Ridder**

1 Herald Plaza, Miami, FL 33132-1693.  
Phone 305-376-2820. Fax 305-376-4596, 305-376-4520.  
Classified Phone 800-678-2527.  
Classified Fax 305-376-2677.  
E-Mail adsbyemail@herald.com  
URL http://www.herald.com



Location ID: 1 NSNL FL Mid 016320-000  
Member: ABC Coupon Distribution Verification Service; ACB, Inc.; NAA.  
MORNING, SATURDAY AND SUNDAY.

### 1. PERSONNEL

Pub—Alberto Ibarguen.  
Pres—Joe Natoli.  
VP Adv—David Landsberg.  
Natl Adv Dir—Alexandra Villoch.  
Natl Adv Sales Mgr—Joe Gandolfo.

### 2. REPRESENTATIVES and/or BRANCH OFFICES

Newspapers First.  
The Powers Turner Group--United Kingdom & Ireland.  
McGown/Intermac.

### 3. COMMISSION AND CASH DISCOUNT

15% agencies; no cash discount.

### 4. POLICY-ALL CLASSIFICATIONS

30-day notice given of any rate revision.  
Alcoholic beverage advertising accepted.

### ADVERTISING RATES

Effective January 1, 2001.  
Confirmed February 2001.

### 5. BLACK/WHITE RATES

	Daily	Sun.
SAU, open per inch.....	361.00	425.25
Inches charged full depth: col. 21; pg. 126; dbl truck 273.		

### ANNUAL VOLUME CONTRACT RATES

	Daily	Sun.
31.5".....	350.75	412.75
63".....	348.75	410.00
126".....	346.75	408.25
250".....	345.25	406.25
500".....	331.25	389.75
750".....	320.75	378.75
1,200".....	306.50	361.50
1,600".....	299.25	352.25
3,510".....	285.75	337.75
5,265".....	264.50	311.50
6,500".....	248.25	291.50
7,020".....	239.25	281.50
9,000".....	218.50	259.25
10,530".....	196.00	229.75
12,500".....	171.50	203.00

	Daily	Sun.
Full page rates.....	45,486.00	53,581.50

### 6. GROUP COMBINATION RATES-B/W & COLOR HERALD/EL NEUVO COMBO

	Daily	Sun.
SAU open, per inch.....	408.75	482.00
Inches charged full depth: col. 21; pg. 126.		

### ANNUAL VOLUME CONTRACT RATES

	Daily	Sun.
31.5".....	397.00	467.25
63".....	393.50	463.75
126".....	390.25	460.25
250".....	388.25	457.25
500".....	374.00	439.75
750".....	375.75	427.50
1,200".....	361.50	408.25

# Newspaper Advertising Source

Integration

## Using Print & Online Versions

[www.srds.com](http://www.srds.com)

### One Complete Source...

### Two Ways to Access Comprehensive SRDS Data

Turn to both the print and online versions to access complete SRDS listings. Your subscription offers you the flexibility to use the format that best fits your needs.

### When to Use Print Editions

Look to the print editions of the Newspaper Advertising Source to:

#### Access Useful Industry Information

- Review an alphabetical index of all newspaper listings by section and state
- Find out what newspapers offer future rates
- Obtain information on the expanded Standard Advertising Unit (SAU) system
- Stay informed with the latest regional market data summaries, including effective buying income
- Refer to Metropolitan Statistical Areas (MSAs) definitions

#### Take Advantage of Print Convenience

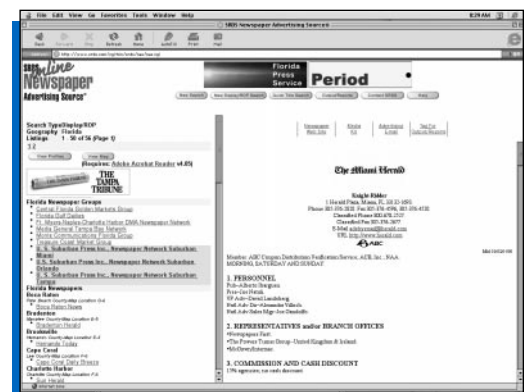
- Find a telephone number or address quickly
- Work on plans in a group
- Travel without a computer
- Use a shared subscription from your library or research center
- Refer to historical data in older editions
- Access SRDS data when computer systems are down



### When to Use the Online Service

The advanced online functionality streamlines your planning. With it, you can:

- Access complete SRDS listings 24/7
- Stay current with continual updates
- Perform flexible searches by state, DMA or title
- Link instantly to online media kits and Web sites
- Review state maps with DMA boundaries
- Communicate with key contacts through e-mail links
- Create and print contact reports
- Eliminate manual entry and enhance your work by copying data and logos into your documents



# Newspaper Advertising Source

## Conducting Title Searches

www.srds.com

Once you have logged into NAS, you can begin searching the database. Use the Quick Title Search to locate a newspaper if you already know the specific title.

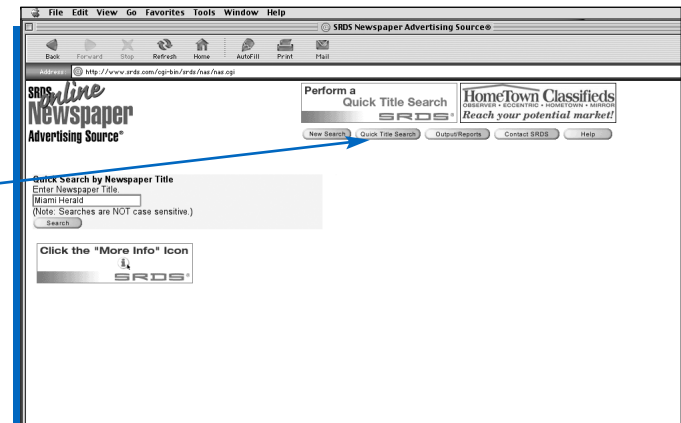
### Step 1: Select Quick Title Search

After you log in, click on the "Quick Title Search" button located on the top of the screen.

### Step 2: Enter Newspaper Title

Enter the exact title of the newspaper. The more you enter, the narrower your results; the less you enter, the broader your results. Click "Search" to conduct your search.

**SEARCH NOTE:** Full words and correct spelling are required for accurate results.



## Standard Toolbar Options

### New Search

Brings you back to the search selection screen; clears any previous searches.

### New Display/ROP Search

Conduct another Display/ROP, Classified or International search. Button indicates your last search type.

### Quick Title Search

Conduct a title search anytime.

### Output/Reports

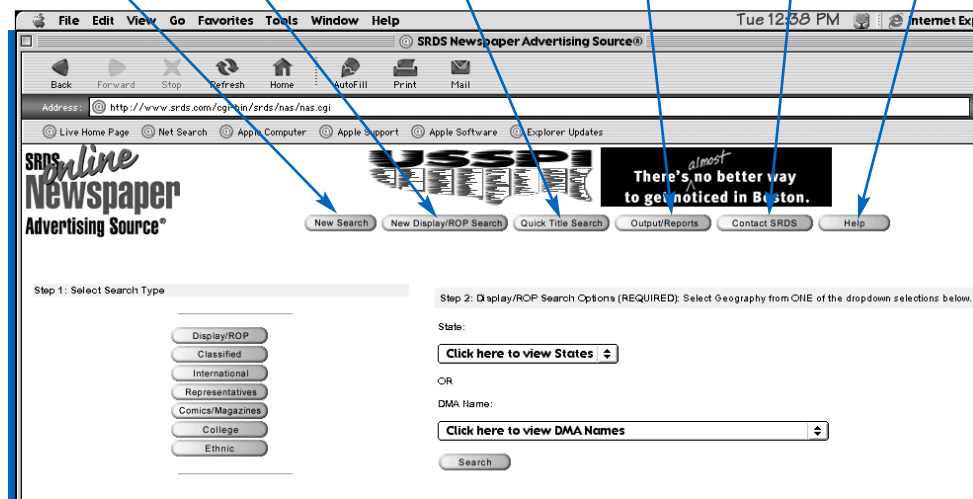
Brings you to the Output/Reports set-up screen.

### Contact SRDS

Get your questions answered with prompt customer service.

### Help

Access online help information.



# Newspaper Advertising Source

## Conducting Display/ROP & Classified Searches

[www.srds.com](http://www.srds.com)

Use the Display/ROP or Classified Search to locate newspapers geographically – by state or DMA name.

The screenshot shows the SRDS Newspaper Advertising Source web application. The browser address bar displays "http://www.srds.com/cgi-bin/srds/nas/nas.cgi". The page features a navigation bar with buttons: "New Search", "New Display/ROP Search", "Quick Title Search", "Output/Reports", "Contact SRDS", and "Help". Below the navigation bar, there are two main sections. On the left, under "Step 1: Select Search Type", there are buttons for "Display/ROP", "Classified", "Representatives", "Comics/Magazines", "College", and "Ethnic". On the right, under "Step 2: Display/ROP Search Options (REQUIRED): Select Geography from below.", there are two options: "State:" with a button "Click here to view States" and "OR DMA Name:" with a button "Click here to view DMA Names". A "Search" button is located at the bottom of the right section.

### Step 1: Select Search Type

Click on the "Display/ROP" or "Classified" button from the left frame.

### Step 2: Search Options (required)

Choose National Newspapers or a State from the drop-down list and click "Search." Your search results appear in the left frame.

OR

Choose a Designated Market Area (DMA) Name from the drop-down list and click "Search." Your search results appear in the left frame.

## Conducting International Searches

Use this search to identify international newspapers easily and quickly.

The screenshot shows the SRDS Newspaper Advertising Source web application. The browser address bar displays "http://www.srds.com/cgi-bin/srds/nas/nas.cgi". The page features a navigation bar with buttons: "New Search", "New International Search", "Quick Title Search", "Output/Reports", "Contact SRDS", and "Help". Below the navigation bar, there are two main sections. On the left, under "Step 1: Select Search Type", there are buttons for "Display/ROP", "Classified", "International", "Representatives", "Comics/Magazines", "College", and "Ethnic". On the right, under "Step 2: International Newspapers Search Select Geography (REQUIRED):", there is a "Country:" label and a button "Click here to view Countries". A "Search" button is located at the bottom of the right section.

### Step 1: Select Search Type

Click on the "International" button from the left frame.

### Step 2: Select Geography (required)

Choose a Country from the drop-down list and click "Search." Your search results appear in the left frame.

# Newspaper Advertising Source

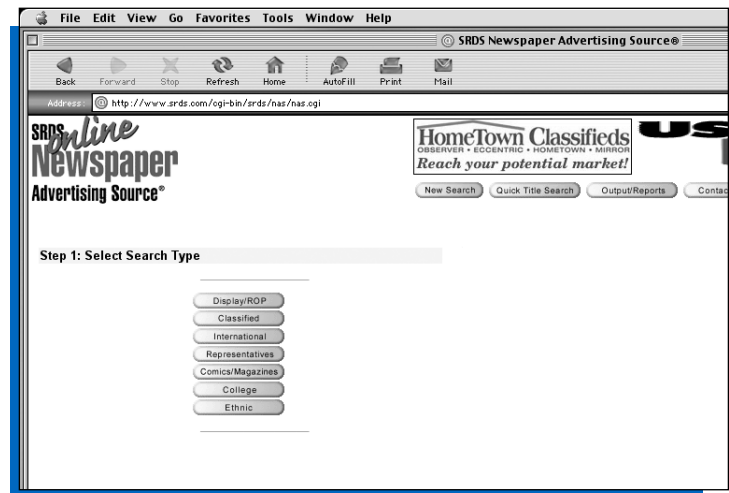
## Conducting Representative Searches

[www.srds.com](http://www.srds.com)

Use this search to find organizations that represent several newspapers within certain markets or nationally.

### Step 1: Select Search Type

Click on the “Representatives” button.  
Your search results appear in the left frame.

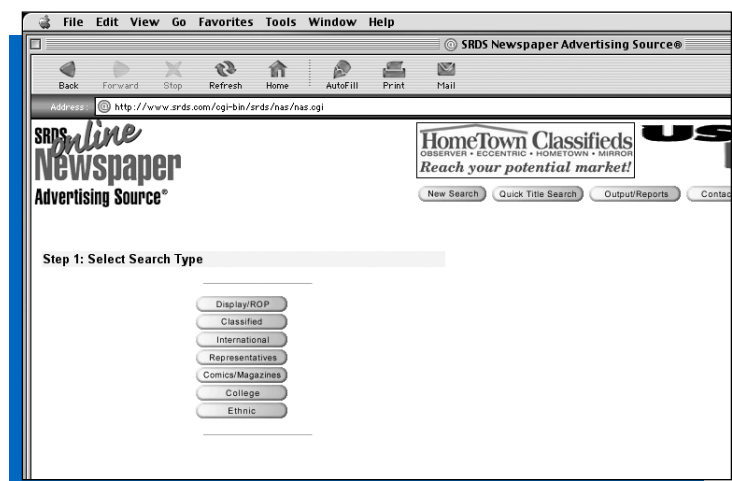


## Conducting Comics/Magazines, College & Ethnic Newspaper Searches

Use these searches to find new advertising opportunities with specific types of newspapers or certain sections within newspapers.

### Step 1: Select Search Type

Click on the “Comics/Magazines,” “College” or “Ethnic” button. Your search results appear in the left frame.





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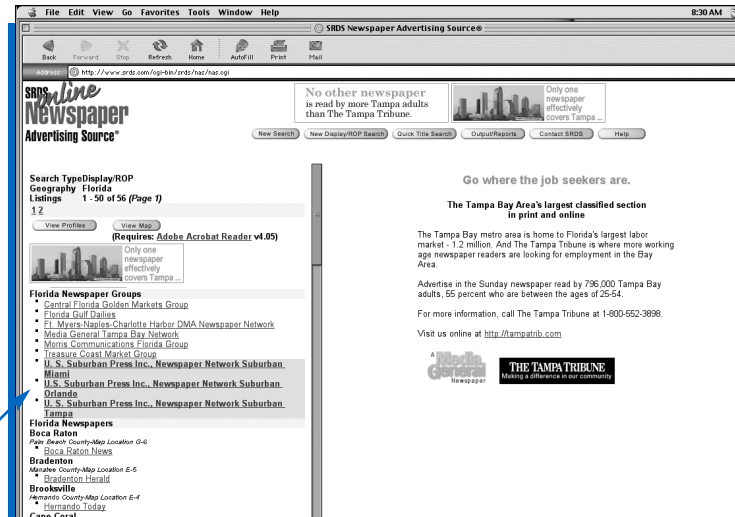
## Search Results

www.srds.com

### Results Menu

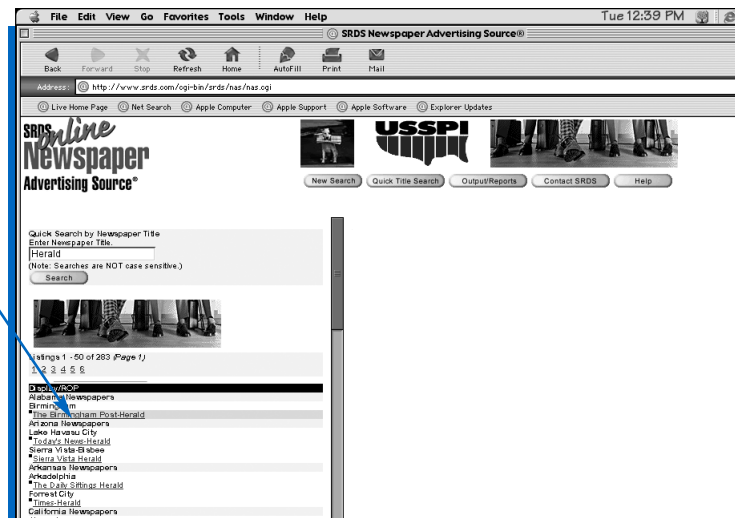
The results of each search will appear in the left frame of the screen (results menu). Above the search results is a summary of your search criteria and the total number of listings that matched your results criteria. The first 50 listings ("Page 1" of your results) appear in the left frame. To view more listings in your search results, click the page number you wish to see.

- Results of Display/ROP, Classified and International newspaper searches are returned in alphabetical order by newspaper group, then in alphabetical order by geographic location and title.
- Results of Representatives and Comics/Magazines searches are returned in alphabetical order by title.
- Results of College and Ethnic newspaper searches are returned in alphabetical order by state and then newspaper title.
- Results of Title searches are returned by search type, then in alphabetical order by geographic location and title.



### IMPORTANT SEARCH RESULTS NOTES:

- Searches cannot be saved. You will lose your current search result if:
- You conduct any new search.
- You exit the service.
- Another user logs in with your PIN code while you are using the service.



# Newspaper Advertising Source

## Search Results

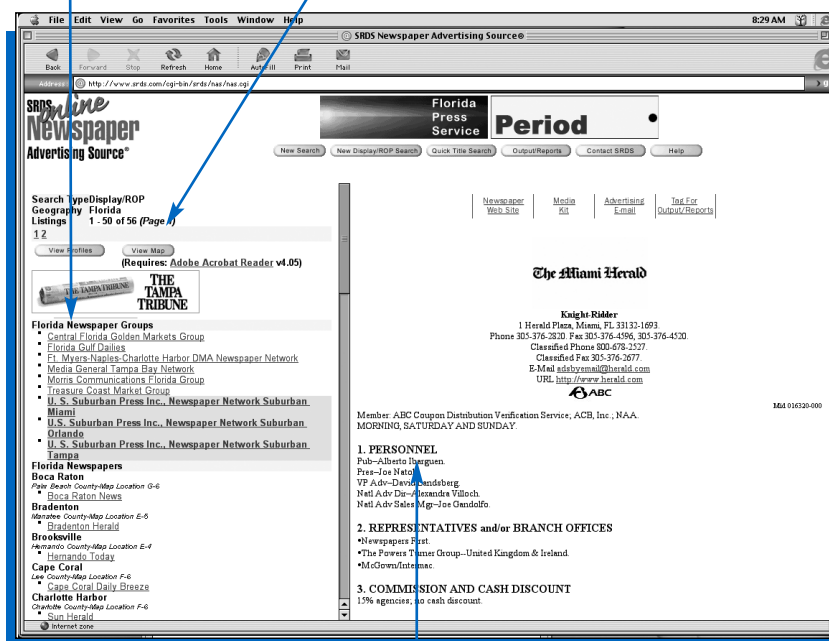
www.srds.com

### Link to Listing

Click on a title in the results menu and the complete, objective SRDS listing information for that title will appear in the right frame.

### View Map

Click on the "View Map" button to review maps related to the Display/ROP or Classified Search you conducted. A State Search returns a state map with county boundaries. A DMA search returns a state map with DMA and county boundaries. This is an efficient way to ensure accurate geographic coverage. (You must have Adobe Acrobat Reader installed. Check with your company's IT Department.)

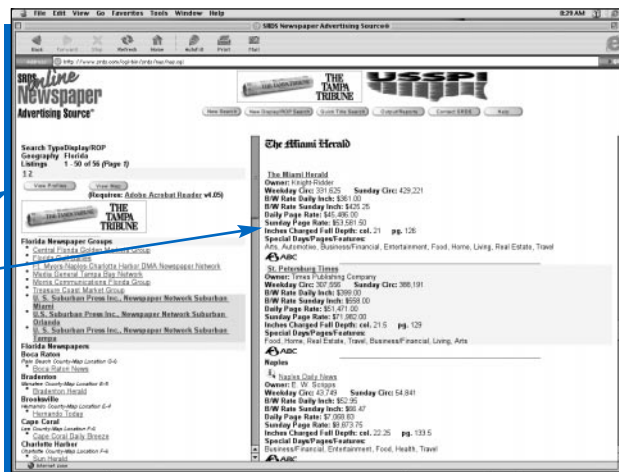


### View Detailed Listing

The comprehensive data in SRDS listings includes: corporate and advertising contact information, including e-mail addresses and URLs; rates for black/white, color and special positions; issue and closing dates; special issues and services available; circulation; and general policies.

### View Profiles

Click on the "View Profiles" button to view topline information for all listings in your search results menu. Display/ROP and Classified listing profiles include: geographic location, owner name, weekday and Sunday circulation and general rate information. Display/ROP profiles also include inches charged full depth and special dates/pages/features. This is a quick way to evaluate titles.





# Newspaper Advertising Source

## Connect to Additional Information

www.srds.com

The online service is your information center, offering links to related information directly from SRDS listings. Click on the following options to get more information:

### Newspaper Web Site

Link directly to the newspaper's Web site for additional information.

### Media Kit

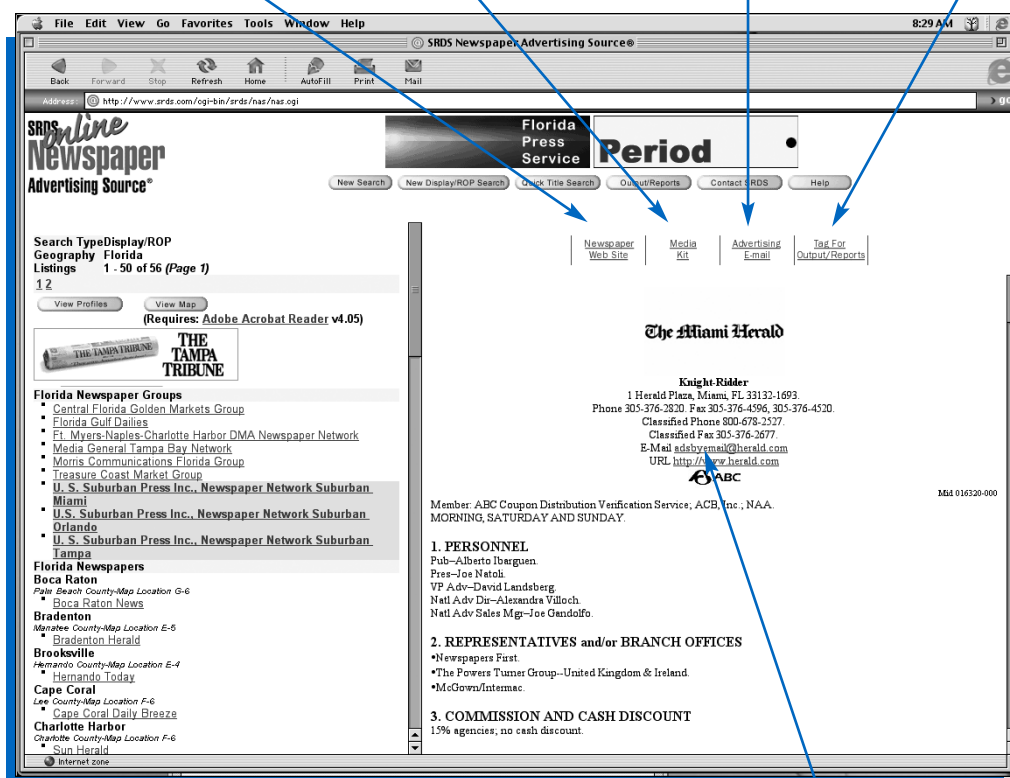
Link directly to the newspaper's online media kit. No more waiting for mail, faxes or overnight packages.

### Advertising E-Mail



Send e-mail to advertising personnel at the newspaper. (Your Web browser must be e-mail enabled. Check with your company's IT department.)

### Tag for Output/Reports

Tag newspapers you are considering and place them in a "shopping cart" for review and later use. (See Creating Reports on pg. 10 of this guide for additional functionality.)



### Enhanced Listings

Some listings are boldfaced, yellow, gray or have a flashing, red  next to them because the publisher wishes to draw your attention to their title. The flashing, red  indicates that the publisher has additional information of interest for you to view.

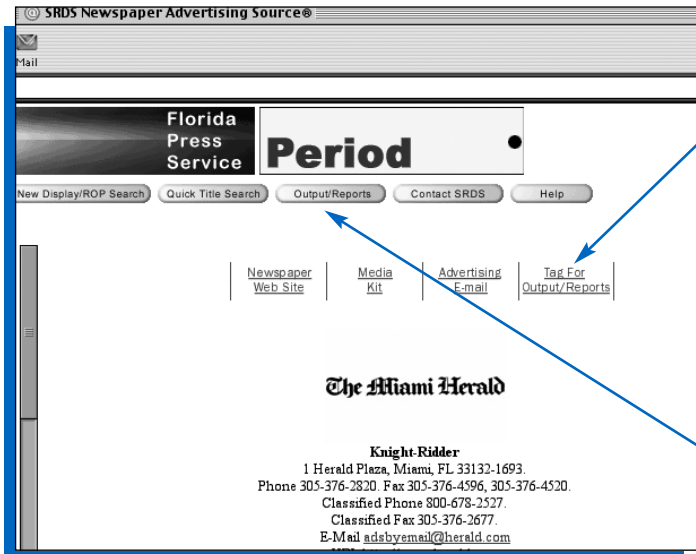
### E-Mail Personnel

Send e-mails to individuals or departments at the newspaper.

# Newspaper Advertising Source

## Creating Reports

[www.srds.com](http://www.srds.com)



### Tagging

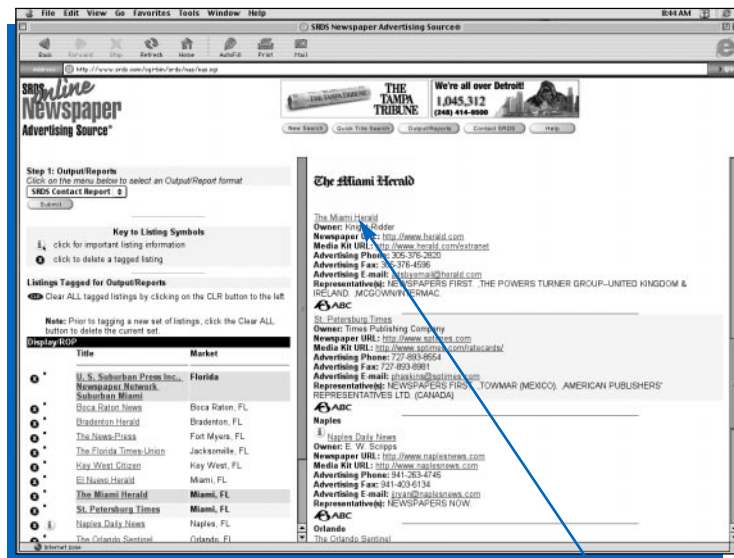
As you view your search result listings, you have the opportunity to "tag" any listing that you might want to use in your plan.

Within the listing detail, save a listing by clicking on the blue "Tag for Output/Reports" option at the top of the listing.

**NOTE:** The color of the "Tag for Output/Reports" option changes to indicate the listing is tagged for later use.

### Output/Reports

When you are finished tagging listings, click on the "Output/Reports" button at the top of the page.



**NOTE:** Tagged publications will only remain tagged during the current browser session. If you close your browser or your Internet connection is interrupted, your session will end and the tagged publications will be lost.

Contact Reports CANNOT be saved. To print Contact Reports or copy and paste them into documents, refer to pages 11-12 of this guide.

### Contact Reports

Select "SRDS Contact Report" to get a complete report of newspapers you've tagged. Information provided in a Contact Report may include geographic location, owner name, representatives, phone and fax numbers, Web site address, media kit Web site address and e-mail addresses.

Scroll down the left frame to view the listings you have tagged.

To delete titles you are no longer interested in:

- Click the "CLR" (Clear) button to delete ALL tagged titles.
- Click the "X" button next to the relevant title to delete a single title.

To review the listing detail on a tagged title:

- Click the title and the complete listing information loads in the right frame.

To conduct another search and add titles:

- Click "New Search."
- Conduct desired search.
- Tag listings as detailed above.

To create the report with your final list of titles:

- Choose "SRDS Contact Report" and click "Submit."

Your Contact Report loads in the right frame.

# Newspaper Advertising Source

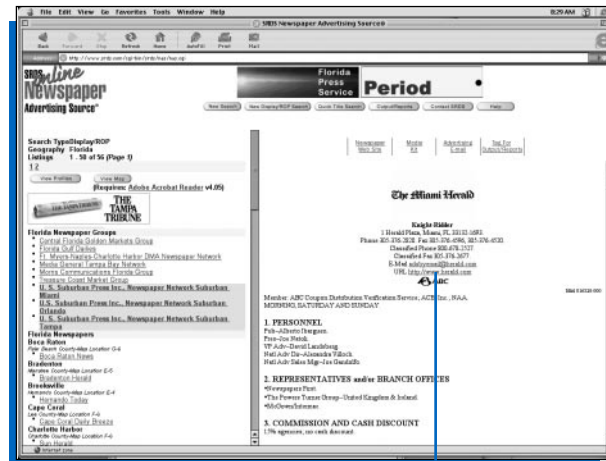
## Enhancing Your Documents: Copying & Pasting

www.srds.com

Copy and paste listing information, logos and Contact Reports into presentations and reports, eliminating manual entry.

### Copying & Pasting Text

- Highlight the text you would like to copy by clicking and dragging your mouse over the text.
- Click "Edit" on your browser toolbar and then click "Copy" or the "Ctrl" (Control) and "C" keys.
- After opening your document, click where you wish to paste the text, click "Edit" on your toolbar and then click "Paste" or the "Ctrl" (Control) and "V" keys.



### Copying & Pasting Images

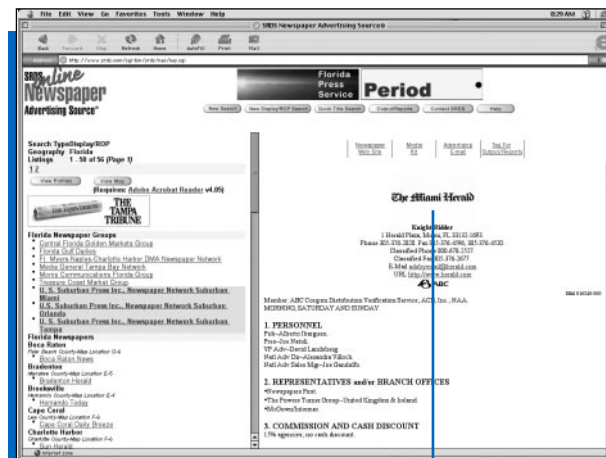
To copy images:

- Right-click your mouse on the image you would like to copy.
- Click "Save Picture/Image As" and a pop-up window appears asking where to save the file.
- Select where on your hard drive you wish to save the image.
- Name the image, leaving the default file type.
- Click "Save."

To paste images:

- Open the document.
- Click where you wish to place the image.
- Click "Insert" from your toolbars, then "Picture" and then "From File."
- Locate and click on the file of the image you just saved.
- Click "Insert."

**Knight-Ridder**  
1 Herald Plaza, Miami, FL 33132-1693.  
Phone 305-376-2820. Fax 305-376-4596, 305-376-4520.  
Classified Phone 800-678-2527.  
Classified Fax 305-376-2677.  
E-Mail [adsbyemail@herald.com](mailto:adsbyemail@herald.com)  
URL <http://www.herald.com>

**The Miami Herald**

# Newspaper Advertising Source

## Enhancing Your Documents: Printing Information

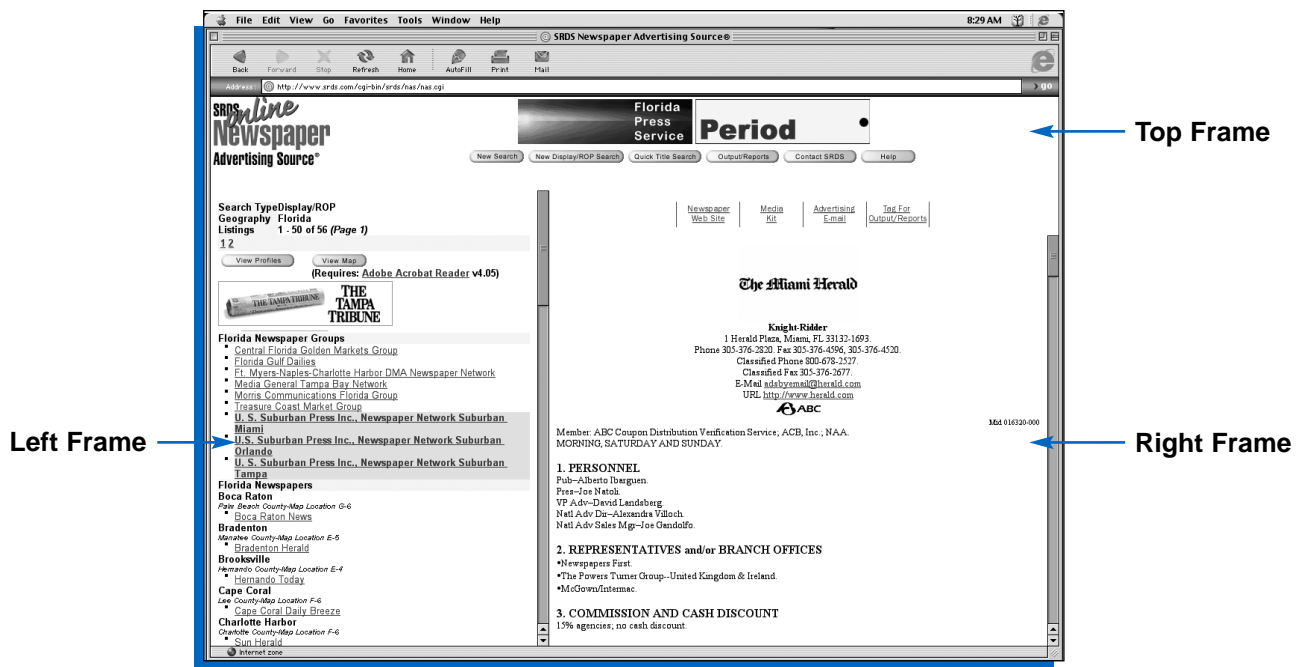
www.srds.com

### Printing SRDS Information

You may find it helpful to print information such as search results, listing details, profiles and reports. Remember, the searches and reports you've done cannot be saved in the SRDS online service.

SRDS online services utilize three browser frames. As such, printing may vary slightly by browser and version.

Depending on your browser, you may print the entire screen or select frames. Simply click anywhere in the frame you would like to print to activate the frame and then select the available printing option from your browser.



Have additional questions about using the Newspaper Advertising Source?  
Call 1.800.851.7737